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| LAB 07 SEO I  |  | | --- | | What You Will Learn   * Basic SEO design practices * SEO factors analysis |  |  | | --- | | Approximate Time  The exercises in this lab should take approximately 40 minutes to complete. | |  | |
| Web Application Development  COP3834  Professor Navarro |
| Textbook by Pearson  http://www.funwebdev.com |

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| Preparing SEO Design |
| 1. 1 | Background: Search engine optimization (SEO) is often about making small modifications to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a noticeable impact on your site's user experience and performance in organic search results. You're likely already familiar with many of the topics in this guide, because they're essential ingredients for any web page, but you may not be making the most out of them (Google)   1. Examine L07Participation.html in the browser and IDE. You will be modifying this file. 2. Examine other websites that sell artwork or are art galleries. Notice the keywords, meta data, and title. |
| 1. 2 | 1. Begin your SEO by focusing on the **<title>** tag. Each page should have a unique title that reflects its content. Notify the search engines what the page is about, but especially consider key words that people may search for. Modify your title. What did you put in your title? \_\_\_\_\_\_\_\_The Paint Palette Art Store\_\_\_\_\_\_\_\_ |
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1. Add a header element for the two heading tags.

Note: Use heading tags to emphasize important text

Use headings sparingly across the page

Avoid

* Placing text in heading tags that wouldn't be helpful in defining the structure of the page.
* Using heading tags where other tags like <em> and <strong> may be more appropriate.
* Erratically moving from one heading tag size to another.
* Excessive use of heading tags on a page.
* Very long headings.
* Using heading tags only for styling text and not presenting structure.

1. If you have not already, ensure all your images have **alt**ernate and **title** text that is generated based on the information about the image. This way, search engines will associate that text with the image, and thus your website. Show an example img tag code here with alt and title. <https://www.w3schools.com/tags/att_img_alt.asp> \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_<img src="images/07020.jpg" title="Liberty Leading the People" alt="Liberty Leading the People">\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. If there are images for products or figures, make people know what the image is with text. Alt and Title are great for search engines, but people need to understand the image. Add a **figcaption** to the “Recent Acquisitions” with viewable text You may need to add the parent <figure> first. Search engines will pick up on this as well. <https://developer.mozilla.org/en-US/docs/Web/HTML/Element/figcaption>
3. Replace “Super cool tagline” with content related to the are related art galleries or stores. Use descriptive and action words but also include at least one searchable keyword.
4. Change h2 “Place heading here” to an appropriate heading for this section
5. Change “abc” to text that is actionable for users. What do you want website users to do? Shop, visit, notify them of an event? Wrap the text in an anchor link with a href=”paintpalette.com/shopping” reference. Keep in mind the anchor text should be descriptive of what users will find at the reference URL and will function as an internal link. This counts in page ranking.
6. Go to gamestop.com. Use the Developer Console (F12) to view the <title> and <meta name=”description” List those contents here.

Consoles, Collectibles, Video Games, and More – Buy, Sell or Trade | GameStop\_\_\_\_\_\_\_\_\_ Shop GameStop, the world's largest retail gaming and trade-in destination for Xbox, PlayStation, and Nintendo games, systems, consoles & accessories. Shop a wide selection of gamer-centric apparel, collectibles & more.

1. Create meta tags for keywords and description for your pages. <meta name=”description” content=”some stuff”>

Google Note: A page's description meta tag gives Google and other search engines a summary of what the page is about. A page's title may be a few words or a phrase, whereas a page's description meta tag might be a sentence or two or even a short paragraph. Like the <title> tag, the description meta tag is placed within the <head> element of your HTML document

Images are searchable not only by alt and title tags, but also the name of the image file. Rename the images files and the <img> tag to match. Use a name that is descriptive of the image but also consider searchable keywords. Do not use spaces but only hyphen or underscores to separate words. Update the page and show your <img> tags here:

<img src="images/liberty\_leading\_the\_people\_by\_eugène\_delacroix.jpg" title="Liberty Leading the People" alt="Liberty Leading the People">

<img src="images/the\_death\_of\_marat\_by\_jacques-louis\_david.jpg" title="The Deat of Marat" alt="The Deat of Marat">

<img src="images/girl\_with\_a\_pearl\_earring\_by\_johannes\_vermeer.jpg" title="Girl with a Pearl Earring" alt="Girl with a Pearl Earring">

1. External backlinks help with page ranking but are not the exclusive determiner of rank. Perform a google search for the key words “art gallery Sarasota”. One of the dominant search result is **chasengalleries.com**

Check the quantity of backlinks to the site using the page **ahrefs.com/backlink-checker** with the url for **chasengalleries.com** How many backlinks exist? \_\_\_\_\_\_ 2,409 \_\_\_\_\_\_\_\_\_.

Now check with the same google search but pick an art studio/gallery from page 9 or 10 of search results. Check their backlink score in ahrefs. How many links? \_\_\_\_\_\_\_\_\_\_\_\_ 539 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Does this difference affect their page ranking and why?

Yes, the ranking wasn’t too different but it was less, it affects it because backlinks are a somewhat determiner of how trustworthy and reliable a website is since it represents how many other time other sites link back to yours.

1. Do a site: search for a site's home URL. Try “site: nintendo.com” If you see results, it is in the index. Try a search for “**jjprintservice.com**”. Did it find a match? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_no\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. If the last site isn’t found, it could be because (choose one):
3. The site isn't well connected from other sites on the web
4. It just launched a new site and Google hasn't had time to crawl it yet
5. The design of the site makes it difficult for Google to crawl its content effectively
6. Google received an error when trying to crawl your site
7. The site policy blocks Google from crawling the site
8. All of the above

?\_\_\_\_\_F\_\_\_\_\_\_\_\_\_

1. Take a screenshot of your update web page and past here. Upload word or pdf to Canvas. You do not need to upload your code.